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THE HOUSE  
of  
LONGMAN

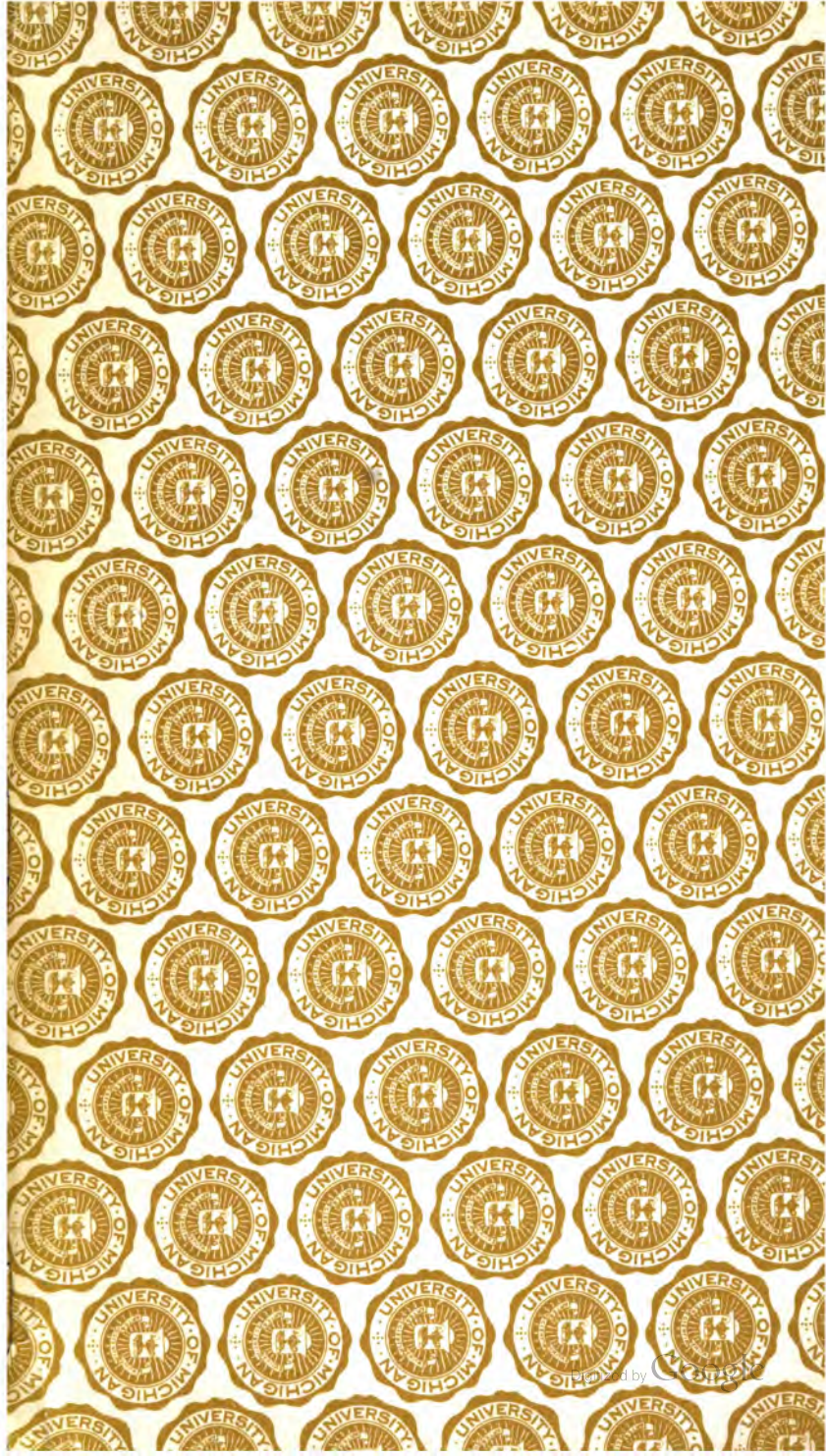


1724 - 1924



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THE HOUSE OF LONGMAN

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THE  
L I F E  
AND  
STRANGE SURPRIZING  
ADVENTURES  
OF  
ROBINSON CRUSOE,  
Of YORK, MARINER:

Who lived Eight and Twenty Years,  
all alone in an un-inhabited Island on the  
Coast of AMERICA, near the Mouth of  
the Great River of OROONOQUE;

Having been cast on Shore by Shipwreck, where-  
in all the Men perished but himself.

WITH  
An Account how he was at last as strangely deli-  
ver'd by PYRATES.

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*Written by Himself.*

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L O N D O N:

Printed for W. TAYLOR at the Ship in Pater-Noster-  
Row. MDCCXIX.

*Title page of the first edition of "Robinson Crusoe"*

*Library Science  
size  
Published  
2-26-1929*

## THE HOUSE OF LONGMAN



HE publishing house of Longmans, Green & Co., established in New York nearly forty years ago cannot but feel pride in the fact that it was founded by the House of Longman of Paternoster Row, which has just completed the second century of its honorable career and which continues its work in the name of the family that founded it in 1724.

The history of the House of Longman really begins before any member of the family of Longman was old enough to have a share in it. In 1719 a publisher and bookseller named William Taylor doing business at the sign of "The Ship" in Paternoster Row in London issued the first edition of a book which has probably been more often reprinted than any other book written in the eighteenth century. The title page of this volume had the appealing prolixity which was then customary:

**The Life and Strange Surprizing Adventures of Robinson Crusoe of York, Mariner who lived Eight and Twenty years, all alone in an un-inhabited Island on the Coast of America, near the Mouth of the Great River of Oroonoke; Having been cast on Shore by Shipwreck, wherein all the Men perished but himself. With An Account of how he was at last as strangely deliver'd by Pyrates. Written by Himself. London. Printed for W. Taylor at The Ship in Paternoster Row. MDCCXIX.**

Five years after he had published DeFoe's masterpiece, William Taylor died, whereupon his executors sold his business to a young man of good family, Thomas Longman, who

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had been apprenticed to a bookseller named John Osborn. Just when his apprenticeship had run out he came into an inheritance which enabled him to acquire the assets of William Taylor. He married the only daughter of his master; and formed a partnership with his father-in-law under the name of J. Osborn and T. Longman.

With William Taylor's house, known as "The Ship," Thomas Longman acquired also the house next door known as "The Black Swan" and here the business of the House of Longman has been carried on for two centuries. The original buildings were, however, destroyed by fire in 1861 and the firm occupied temporary quarters on Ludgate Hill while rebuilding on the old site now known as 39 Paternoster Row.

✓ A few years after the death of his father-in-law Thomas Longman took into partnership a nephew who was also called Thomas; and thus the firm's name became T. and T. Longman. The first Thomas Longman had been born in 1699; he died in 1755; and his nephew and namesake died in 1797, being succeeded by his son, Thomas Norton Longman, who took in various partners from time to time, the firm name having expanded by 1823 into Longman, Hurst, Rees, Orme, Brown and Green—the first and the last of the six names being retained in the imprint of to-day.

Under the management of Thomas Norton Longman the business of the House of Longman was expanded and consolidated. At his death in 1842 the control passed to two of his sons, Thomas (the fourth of that name), and William, and they loyally continued the traditions established by the three preceding generations. They also formed relations, both friendly and profitable, with many of the leading authors of the Victorian era. After the deaths of William Longman in 1877 and of Thomas Longman in 1879, the fifth generation took charge—Thomas Norton Longman (second of that name) and George H. Longman (the sons of Thomas Longman), and Charles J. Longman and Hubert H. Longman (the sons of William Longman). They are now

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the Seniors in Paternoster Row; but two members of the sixth generation carry on the traditions of the firm, R. G. Longman (the son of George Longman) and William Longman (the son of Charles J. Longman) having become partners in 1906.

The *Edinburgh Review* of October, 1924, observes:

"The hereditary character of the House of Longman is thus being fully maintained. That fact has a far-reaching significance. In all ages there have probably been many people who have condemned the whole principle of heredity as implying the subjection of present actions to past influences. . . . But social life is a growth, not a sudden creation, and the policy of each generation should be not to try to break with the past—which can never be done—but to utilise the experience of the past for the benefit of the present and of the future. Towards this end the definite link of heredity is a valuable aid; for the detailed experiences of the father can be passed on to the son. From this broad point of view the example of the firm of Longmans is a matter of more than family interest. That example shows how, through six generations, a single family has successfully administered an important and constantly expanding business; how it has preserved the traditions on which the original success of the firm was based; and how it has developed those traditions to meet new needs or to seize new opportunities."

The House of Longman began by taking over the business of William Taylor; and on several later occasions it has strengthened itself by buying out other publishers. In 1799 it purchased the stock and goodwill of the Bristol bookseller, Joseph Cottle, who had issued (one year earlier) the "Lyrical Ballads" of Coleridge and Wordsworth. In 1863 they bought out J. W. Parker, and in so doing they became the publishers for Buckle, Froude and John Stuart Mill, and later they acquired the business of the Rivingtons, the only London publishing house which was older than the

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House of Longman, its founder, James Rivington, having succeeded in 1711 to the bookselling business of the master to whom he had been apprenticed, Robert Chiswell. Rivington had issued Wesley's edition of the "Imitation of Christ"; and he had both suggested and published Richardson's first novel, "Pamela." The acquisition of the Rivington copyrights in 1890 greatly enlarged the list of the Longmans as publishers of theological and educational books.

In its two hundred years of activity the House of Longman has done its full share for the expansion of literature and for the advancement of education. It has been connected with many notable enterprises. Before the middle of the eighteenth century it published Lily's "Latin Grammar," perhaps the most renowned textbook of its time. In 1746 the Longmans joined the other leading booksellers of London in forming a syndicate (as we should now term it) to publish Johnson's "Dictionary of the English Language" for which he was to receive 1575 pounds—in payment for nine years' labor. At about the same time the firm was heavily interested in the publication of the "Cyclopedia" of Ephraim Chambers which was the most elaborate book of reference that had then been attempted in England and which served as the model for the "Encyclopedia" of Diderot in France—one of the exciting causes of the French Revolution. The Longmans had shares in the syndicates which published many other well-remembered books, Johnson's "Rasselas" for one and "Humphrey Clinker" for another.

Nor did the House of Longman show less enterprise in acquiring and originating important periodicals. When the *Edinburgh Review* was founded in 1802 the Longmans were shareholders. In 1807 they parted with this interest only to buy it back in 1814; and in 1826 they became sole owners. They have issued it regularly every quarter for now almost a century.

When the Longmans bought out J. W. Parker in 1863 they became the owners of *Fraser's Magazine*, then edited



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by Froude. After this had ceased to appear, *Longman's Magazine* was started in 1882 with Mr. Charles J. Longman as its editor and with Andrew Lang as the writer of a monthly *causerie* aptly entitled "At the Sign of the Ship." It was in *Longman's* that Stevenson's "Prince Otto" was first published. And in 1886 was issued the first quarterly number of the *English Historical Review* planned by a group of leading historians of whom James Bryce was the most prominent.

Another important periodical of the House was neither a monthly nor a quarterly; it was an annual—the "Annual Register"—a solid tome of four or five hundred pages, the publication of which was acquired in 1890 from the Rivingtons. It was originally started by Dodsley; and it was intended to be a trustworthy record of the significant events of the preceding year. It began to appear in 1761; and it has appeared regularly every year for now more than a century and a half. Its first editor was no less a person than Edmund Burke, and his connection with it continued for thirty years. The first volume, though published in 1761, dealt with the events of 1758; each volume is now usually issued in the Spring following the year chronicled. The "Annual Register" has probably no rivals as far as longevity is concerned. There are periodicals more lively but none longer lived.

While the list of these periodicals and dictionaries and cyclopedias is evidence of the enterprise and ambition of the House of Longman it is not more significant than the list of the important books issued during the eighteenth century and more especially during the nineteenth—a list so long that it is possible here to call attention only to a few titles. Among them are Coleridge's Translation of Schiller's "Wallenstein"; Wordsworth's "Excursion" (and six years elapsed before the first edition of five hundred copies was exhausted); Scott's "Lay of the Last Minstrel"; "Guy Mannering" and the "Monastery"; Moore's "Lalla Rookh";

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Macaulay's "Lays of Ancient Rome" and "History of England"; Herbert Spencer's "Principles of Psychology"; Mill's "Subjection of Women"; Newman's "Apologia"; Tyndall's "Lectures"; Lecky's "History of European Morals"; Disraeli's "Lothair" and "Endymion"; Lang's "Fairy Book" series; Stevenson's "Strange Case of Dr. Jekyll and Mr. Hyde"; Freeman's "Historical Geography"; Walter Bagehot's Collected Essays; Sidney and Beatrice Webb's "History of Trade Unionism"; Dean Inge's "Outspoken Essays"; William Morris' "Complete Works"; and Sir George Otto Trevelyan's "American Revolution."

Referring to the publication of "The Lay of the Last Minstrel" Scott, writing from Abbotsford in 1820 says: "The book was published by Longman and Company and Archibald Constable and Company. . . . The work, brought out on the usual terms of division of profits between author and publishers, was not long after purchased by them for £500, to which Messrs. Longman and Company afterwards added £100, in their unsolicited kindness, in consequence of the uncommon success of the work. It was handsomely given to supply the loss of a fine horse, which broke down suddenly while the author was riding with one of the worthy publishers."

After Thomas Moore had made a reputation by his political lyrics he went to visit Thomas Norton Longman (the first of that name), accompanied by Perry, the editor of the *Morning Chronicle*, to do the bargaining for him. It seems to have been very satisfactorily done from Moore's point of view, for Perry demanded a promise of £3000 for a book of poems that Moore undertook to compose, and Moore went away to Derbyshire to write "Lalla Rookh." In December, 1814, Longmans put their promise formally on paper: "Upon your giving into our hands a poem of yours of the length of 'Rokeby' you shall receive from us the sum of £3000." Moore was delighted, and wrote to his mother: "What do you think of that, my darling Mother?"

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But owing to the bad trade that followed Waterloo and to other reasons, "Lalla Rookh" was not published till 1817. It achieved an immediate popularity, so it is to be hoped that the bargain struck with Moore was equally satisfactory to the firm.

The business relations of Moore and the House of Longman continued to the end of his life and even beyond it, for in 1853 the firm published his *Diaries and Correspondence* edited by Lord John Russell. In one of these diaries, under date April, 1840, there is an entry which deserves quotation: "Indeed, I will venture to say that there are few tributes of authors to publishers on record more honorable (or, I will venture to say, more deserved) than those that will be found among my papers relative to my transactions for many years between myself and my friends of the Row" (i.e., Paternoster Row).

It was in 1842 that Macaulay offered to the House of Longman the copyright of his "Lays of Ancient Rome." Apparently he had so little expectation of a wide circulation that he made no stipulation for any payment. Needless to say the "Lays of Ancient Rome" did please the public and as soon as the first edition was exhausted Longmans returned the copyright to the author, and in subsequent years it brought a considerable income to Macaulay and to his heirs. Throughout the 'forties, Macaulay was at work upon his "History of England." As successive volumes were published this permanent addition to English historical knowledge and to English literature attained an ever-widening popularity. The returns were unprecedented; and in March, 1856, Longman paid to Macaulay a cheque for £20,000 on account of the profits of the third and fourth volumes.

The relations of the Longmans with Disraeli were as satisfactory to both parties as had been their association with Moore and Macaulay. In 1870 the House of Longman published "Lothair." Following the practice of the time

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this famous novel was first issued in a three-volume edition at the price of a guinea and a half, the idea of the publishers being to test the appeal of the book in the circulating libraries before issuing a cheaper edition for private purchasers. "Lothair" met this test triumphantly; and more than 8000 copies of the three volume edition were speedily sold. A few months later a single volume edition was issued at six shillings. The wide sale of "Lothair" encouraged the firm to make a very high offer ten years later for "Endymion." "The negotiations on the latter occasion were conducted through Lord Rowton, who said that Lord Beaconsfield (as he had then become) was prepared to part with the copyright altogether, and suggested £10,000 as a suitable price. In 1880 this was a very large sum to pay for a novel, for at that time there was no American copyright for English authors. Messrs. Longmans decided, however, to pay what the author desired. The new novel sold well, but in the beginning not quite well enough to cover this heavy payment; and it is gratifying to record that Lord Beaconsfield, on hearing that the transaction had not been profitable to the publishers, offered to rescind the bargain. It is equally gratifying to note that Messrs. Longmans adhered to the sound English tradition that a bargain is a bargain, and while thanking Lord Beaconsfield for his generous offer they held to their contract. Ultimately the whole of the purchase-money was covered and a moderate profit realized."

No mention has been made of the many important books produced in the Scientific field; the list of works in Chemistry including Watts' Dictionary of Chemistry which ran to nine volumes, Thorpe's Dictionary of Applied Chemistry and Mellor's Treatise on Inorganic Chemistry, now in course of publication in several large volumes; standard works in General Engineering and well-known books in Medicine and Surgery.



The House of Longman had extensive dealings with the American Colonies and they were expanding when the Revolution interrupted all intercourse between the United States and Great Britain. Prior to 1776 the Longmans were large exporters of English books; one of their customers was a Boston bookseller named Henry Knox and considerable correspondence between Knox and Longman is in the possession of the Massachusetts Historical Society. The earlier part of the correspondence covers the years 1772-1774 and the letters which have been preserved show that business and friendship were blended together. For example in January, 1772, Thomas Longman wrote to thank Henry Knox for a kind present of "three pair of ducks," adding that unfortunately some of them had died in transit; and he sent a present of a watch. Then came a break, due to the Revolutionary War. Some time after the treaty of peace had recognized the independence of the United States the correspondence was renewed, mainly for the purpose of clearing up outstanding obligations.

In the interval Knox had become one of the foremost citizens of the new nation. From the siege of Boston to the siege of Yorktown he had served as Washington's chief of artillery; and at Washington's request he was made a major-general. In 1785 he became Secretary of War, holding this office for eleven years. But the seven years of fighting had impoverished him; and it was not until 1805 that he was able to settle the obligations to Longmans incurred thirty years earlier. In 1793 he wrote enclosing the first of eleven bills of exchange for 1000 guilders each; and in this letter he says:

"It is but justice to myself to say that while I experience the strongest sensations of gratitude for your forbearance and liberality, it is with *extreme* inconvenience that I pay



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so heavy an arrear for property destroyed by events which I could no more control than I could the great operations of nature, nor am I more responsible for them—I mean the late war.”

The earliest book of American authorship to carry the Longman imprint was written by a man who had been born in Pennsylvania in 1745 and died in Yorkshire in 1826. This book was Lindley Murray’s “English Grammar,” originally issued in 1795 and acquired by the House of Longman in 1799. Although it was the work of an American (a fact probably unknown to most of its readers), it met with a warm welcome in England; and it is still often cited in discussions of linguistic usage. In an abridged form it had for many years an annual sale of some fifty thousand copies. In the past half century its authority has been attacked and its vogue has diminished. But it had no rival in popularity during the half-century which followed its publication.

When the House of Longman issued a “Political History of England” in twelve volumes, the period between 1066 and 1216 was entrusted to an American scholar, Professor George Burton Adams; and when *Longman’s Magazine* was started, its pages were hospitably opened to not a few American men of letters. William Dean Howells wrote an essay on “Lexington” for the first number; and thereafter it contained articles by Henry James, Bret Harte, Brander Matthews and other American contributors.

It was in 1887 that the American House of Longman was established in New York, more than a century and a half after the founding of the London firm in 1724. It has, of course, acted as the American distributor of the publications of the English House of Longman, but it immediately set about adding books of American authorship to its list and Mr. C. J. Mills, the head of the American House (who has now associated with him as a partner his son, Mr. E. S. Mills) was able to enlist the interest of not a few American authors of distinction. Among the earliest of these were Theodore

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Roosevelt and Henry Cabot Lodge, who prepared the volumes on "New York" and "Boston" for the series of "Historic Towns" edited by E. A. Freeman. In 1891, when these two books were issued, Roosevelt was a member of the United States Civil Service Commission and Lodge was a member of the House of Representatives. Both were "literary statesmen"—men of letters who were keenly interested in politics. They had already won honored positions among American historians, Roosevelt by his "Winning of the West" and Lodge by his "Short History of the American Colonies"; and both of them were sympathetically equipped for dealing with the annals of the cities in which they had been born.

Another future president of the United States was a contributor to a Series which came into being a little later. This was the group of three allied volumes called "Epochs of American History," edited by Professor A. B. Hart of Harvard; the first volume, "The Colonies, (1492-1750)" was prepared by R. G. Thwaites; the second, "The Foundation of the Union (1750-1829)," by the editor of the series, and the third "Division and Reunion (1829-1889)," by Woodrow Wilson, then professor of jurisprudence and political economy in Princeton University. The series was cordially received by teachers of American history throughout the United States. It has been continuously reprinted in large editions, and a fourth volume by Professor Bassett of Smith College is just being added.

Professor Hart was also the editor of another group of textbooks, the "American Citizen Series," to which Professor E. R. A. Seligman of Columbia contributed the volume on "Political Economy," and to which A. Lawrence Lowell, now President of Harvard University contributed the volume entitled "Public Opinion and Party Government."

As important in its way as the "Epochs of American History" and the "American Citizen Series" is the "Ameri-

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can Teachers Series" edited by James Earl Russell, Dean of Teachers College of Columbia.

When the College Entrance Examination Board came into being, it drew up a list of books by British and American authors with which students entering college were expected to acquaint themselves. There was a prompt demand from the high schools for special editions of these books, and the House of Longman was among the earliest of American publishers to meet this need with the uniform series of Longmans' English Classics, edited at first by George R. Carpenter and later by Ashley H. Thorndike, both of Columbia.

Among the scholars who lent their aid to this enterprise were E. E. Hale, Robert Herrick, F. B. Gummere, J. M. Manly, Bliss Perry, George C. D. Odell, F. N. Scott and W. P. Trent.

In 1894 was commenced the publication of "College Histories of Art," a series edited by Professor John C. Van Dyke of Rutgers who prepared the volume on Painting, entrusting that on Architecture to Professor A. D. F. Hamlin of Columbia and that on Sculpture to Professor Allan Marquand of Princeton. Each of the three volumes was elaborately illustrated and each was provided with bibliographic references. They have been frequently reprinted; and they have been revised to include the latest developments of the several arts. While they were prepared primarily for class-room use as text-books, they have been found readable by many who were not specializing in the history of the arts but who wished to familiarize themselves with the masterpieces and with the methods of the foremost painters and architects and sculptors.

In the elementary textbook field Longmans' "English Grammar" was the first notable American publication of the American house. It was prepared by Dr. George J. Smith of the Board of Examiners of the New York City Public Schools. Later came "A Spelling Book" by Miss Georgia

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Alexander of the Indianapolis Schools which proved to be a distinct advance in the teaching of spelling. This was followed by a series of American histories by Professors J. A. Woodburn of Indiana University and T. F. Moran of Purdue. Success immediately marked their appearance and new editions and new volumes in the series are appearing with more or less regularity. These authors meanwhile have also provided, two textbooks in civics for the upper grammar grades and high school.

Among the earliest texts to present the problem method of teaching reading were "The Horace Mann Readers" by Dr. W. L. Hervev of the Board of Examiners and Melvin Hix, a Principal, in New York City. This series has been expanded until now it comprises twenty-four volumes besides much card equipment for the pupil.

Sixteen volumes of Supplementary readers based on the fairy tales edited by Andrew Lang are now in course of publication.

Turning from reading to arithmetic, a field was found for a new type of textbook, one in which the basic idea was to present the subject in the elementary and intermediate grades by socialized dramatized recitations and in the upper grades by actual life situations. A foremost authority upon the psychology of number, Prof. John Dewey of Columbia University, and Miss Georgia Alexander of Speller fame, have published under the Longman imprint "The Alexander-Dewey Arithmetics," now in considerable use.

In the high school field the American firm has brought out many important texts, chiefly in the departments of English, Latin, History, Civics and Modern Languages.

The House of Longman in New York, like the House of Longman in London, is recognized as an important publisher of theological works both Protestant and Catholic; and in their special lists covering these fields will be found many American names.

